Technology Consulting in the Community

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Angela Liu
Hill District Consensus Group

Final Consulting Report

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Hill District Consensus Group
Final Report

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Table of Contents

Executive Summary

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Community Partner Organization
Hill District Consensus Group

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Description of Organization

The Hill District Consensus Group began as a strategic planning group in 1991 in the Hill District of Pittsburgh, PA. Members in the community who were already involved in projects within the Hill District realized that there were several development and cultural efforts going on in the neighborhood simultaneously. They felt a need to create one overarching group to oversee all the separate agencies in order to create more cohesiveness and collaboration in the projects in this district.

HDCG Mission

To work together through the differences and with the commonalities, to establish and enforce standards and processes in all aspects of community life: economic, political, spiritual, and social, for the ongoing health and prosperity of the community.

Brief Scope of Work Overview

1. A website to store the historical archive of the arts history, a current artists page showcasing artists currently in the Hill, and a form where community members can reach out to the planning committee in the Hill District

    • Success of this website would be a combination of two things. The first is the measure of the number of artists who sign up for the website and actively update their bios or links

for their portfolio links so that their work is maintained up to date. The second is the number of community members who use the website to check out the art that their fellow community members are working on or even search this site to find someone who could work on a project for them. In order for this outcome to be sustainable, there must be a staff member dedicated to curating the website members and content.

2. Training workshops for the HDCG board members and the artists to use social media for visibility as well as a portfolio location

   • The measure of success here is not only a well run workshop, but also the effectiveness and impact they had on the work flows of the artists. If the artists are excited and inspired by the possibilities and then go back and begin using it to promote their work, then the workshops have succeeded.

Key recommendations

Light (Easy to be completed)

1. Create an "Operator's Manual" for all account logins and pertinent information.
   • This manual would be the username and password for social accounts like Twitter, Facebook, Linkedin, Google, Squarespace and other accounts that the social media team member would handle. This saves a lot of time and potentially confusion and keeps a record of all the accounts that are active under the Hill District Consensus Group name.

Medium (Can be reasonably completed by community partners)

2. Assign someone to take on management of the Arts Plan social accounts
   • The Arts Plan requires heavy lifting on the part of spreading the word about events and activities. There needs to be someone in charge of the social accounts to best leverage that network and get to as many community members as possible.

Heavy (May require more additional effort)
3. More in the field promotion
   • From what I know the people in the community are not necessarily the most tech savvy on average, so we have to be able to use strategies that are more in the community rather than just online with Facebook, Twitter, Instagram, etc.

4. E-commerce portion of the website
   • By having a place for artists to sell their work, you give them the opportunity to realize that they can benefit from the work that they do, hopefully boosting their confidence and motivation. This would also increase engagement because artists would be motivated to share the site in order to promote their work in the hopes of selling it.

More in depth descriptions of the recommendations is in the full report.

About the Organization

Organization

The Hill District Consensus Group began as a strategic planning group in 1991in the Hill District of Pittsburgh, PA. Members in the community who were already involved in projects within the Hill District realized that there were several development and cultural efforts going on in the neighborhood simultaneously. They felt a need to create one overarching group to oversee all the separate agencies in order to create more cohesiveness, trust, and collaboration in the projects in this district. The separate groups that came together to form the Hill District Consensus Group were the Hill Community Development Corporation, Hill District Ministries, House of Crossroads, Hill District Federal Credit Union, Hill House Association, two active community residents Dwayne Cooper and Mary Walker, and one member of the Redevelopment Authority, Richard Adams. The Hill District Consensus Group continued to grow and soon included several small businesses in the area, resident groups, social service agencies, etc. The mission of the Hill District Consensus Group continues to be the following:

> *To work together through the differences and with the commonalities,*
> *to establish and enforce standards and processes in al aspects of*
> *community life: economic, political, spiritual, and social, for the*
> *ongoing health and prosperity of the community.*

Since it's founding, the Hill District Consensus Group has been registered as a 501C3 nonprofit organization. In its 20 years of existence, the Hill District Consensus Group has achieved several huge accomplishments. The have formed community driven Hill District development plans in 1996, 2002, that became the basis for Hill CDC and McCormick Baron Salazar developments including the Dinwiddie Street and Wylie Avenue townhouses and the Bedford Hill Development. They have organized the One Hill Community Benefits Agreement (CBA) Coalition. They have helped secure 200+ jobs for community residents via the Community Benefits Agreement enforcement. These are just 3 of the projects completed by the Hill District Consensus Group that the neighborhood has witnesses so far.

In 2008, the Hill District Consensus Group decided to create a Master Plan that outlined several projects that would help culturally preserve the Hill District. Out of that Master Plan was born the Arts Plan, which is the specific initiative that I will be working on. Aside from Bonnie Laing, who oversees the entire project, there is also an outside consultant recruited to help with overall planning and architecture of the program, a steering committee comprised of volunteers to help organize the plan, and an advisory committee comprised of community members who serve as the voice of the community in the decision making processes.

Program

The Arts Plan is focused on preserving the African Diaspora art history in the Hill District. From historical figures like August Wilson to the once thriving jazz scene, the Hill District Consensus Group wants to create a central location that focuses on the history of art, art education, promotion of current artwork in the community, and provide more visibility to the current hill artists.

Facilities

The Hill District Consensus Group occupies one office in the Hill House over at 1835 Center Ave. This space is shared by the hill house, HDCG, and another hill organization. Their office has two sections and has about 6 desk spaces as well as a small collaborative working area that seats about 6-10 people. At one end of the building is a large state of the art conference center that can hold larger events. The center resembles a community center, where community members are free to walk in and out and take a look at the activities and meetings offered.

Staff

The main point from the Hill District Consensus Group for the Arts Plan is Bonnie Laing. She mostly uses email and phone as her communication tools and uses Dropbox for her file storage. She isn't as familiar with other technologies relevant to this project such as social media platforms and web development tools. Kendra is an outside consultant hired by Bonnie to help plan out the Arts Plan. Kendra is a PhD student at Point Park University studying Community Engagement and is signed to work on the Arts Plan for another year. She is fairly familiar with most commonly used social media platforms. Bonnie and Kendra are the main coordinators of this project. There is also a steering committee, comprised of around 5 other HDCG volunteers that help advise on decision making and help oversee the overall progress of the project. Lastly there is an advisory committee, which is comprised of several artists and residents from the community to represent the community voice.

Technology Infrastructure

My knowledge of the technology for the greater Hill District Consensus Group is limited but for the scope of this project it will not hinder the progress much. What I do know is that they currently have a website online, however their main webmaster has left and the HDCG is currently in the process of looking for someone to take over. The Arts Plan technology infrastructure specifically is minimal. They have desktop computers with internet connectivity to use at their office.

Technology Management

Because the Arts Plan is both relatively new and largely a cultural effort, there currently isn't much technology used to be managed. The few technology needs they do have regarding Dropbox file management and email are maintained by Bonnie.

Technology Planning

Because there are many parties involved in the decision making process for the Arts Plan, there are several stakeholders who have a say in the final decision. The advisory committee will be the ones to inform the suggestions that Bonnie, Kendra, and I make, which will then be taken to the steering committee for a vote.

Communication

Everyone on the staff has @hdcg email accounts. Most of the communication internally is handled over email because of this, and majority of the file sharing is mostly handled via Dropbox. Other than these two technology facilitated forms of communication, they rely on weekly meetings and phone calls.

Information Management

The information management for the Arts Plan is largely the extent of the technology management as well so this has been explained above. The members involved in the Arts Plan centralize all their documents in a Dropbox file that is shared with and editable by everyone.

Business Systems

Because the Art's Plan is an initiative within the Hill District Consensus Group, all the business systems are determined by the HDCG administration, who I am not in contact with for the scope of this project.

Problem

The problem is that there currently is no good central location for the Hill District to not only celebrate the rich art history within its community but also showcase the current artists residing in the community. This is an important initiative as part of the HDCG cultural revitalization effort because art was such an important part of the past growth of the district that they want to preserve and grow this aspect of the community as it again enters into a period of rapid growth and expansion.

The preservation will be in the form of archives of stories, photos, etc on the website and the growth will be a combination of several things. The website will also be a central location to explore all the different types of artists associated with the neighborhood, read a short bio, and then continue on to the artists' personal portfolio sites to view more of their work. The website can also have a blog, where artists themselves can write about their work, an events page where viewers can see what art events will be going on in the future, and a community message board / feedback page where Hill District constituents can suggest wanted events, give feedback, etc.

As for growth, there will also be community mixers and festivals for the community and artists to get together and mingle. There will be art displayed in installations, performances, and opportunities to participate in art projects. There will also be a series of workshops to help teach artists how to use various platforms to enhance the visibility of their work to the community and beyond. Some topics may include LinkedIn, Facebook Groups, and specific artist platforms like Deviant Art, Flickr, Soundcloud, etc. The last portion is further down the road, where they are hoping to partner with local art organizations to offer classes on art education. These can either be about the history of the art, or lessons in a specific realm of artistry, etc. Technology will come in to play for the website and training workshops.

Because it is inherently a cultural revitalization, a large portion of the plan does not involve intensive technology planning, however the website will be the base and central location for everyone to find out about the technology plan now and in the future.

All of the above are the problems and solutions that will bring the HDCG closer to the mission of it's master plan, which is a cultural revitalization of the Hill District, with Art being a major part. The return of investment on this project is both quantitative and qualitative. Although settling on specific numbers is difficult, quantitatively we would see continued growth in the number of attendees at mixers, community members who utilize the website to learn about art events or artists, and the number of artists who choose to join the workshops to better their visibility. Qualitatively, we want to see a general growth in the

appreciation and interest of community members in both the past and present existence of art in the neighborhood.

Here is a fully itemized description of the separate parts of the solution. The major steps I will use are detailed in the workplan.

1. An online historical recap and archive of the arts history in the Hill District

    a. I will be creating a website for the Arts Plan to not only celebrate the art history, but also showcase current artists in the area (this will be elaborated on with #2). I will use Squarespace as the platform to create this website to ensure that the website solution is easy to use, update, maintain, and learn so that it is more sustainable. This way, no in depth programming knowledge is necessary to maintain the site, and the site will be customizable. There currently is one technical member of the team who knows some HTML/CSS but to simplify the work, Squarespace is best.

2. An online database where artists in the district can be found

    a. The point of this project is a cultural revitalization. There are artists hidden amongst the Hill District constituents and my community partner believes that a shared platform to celebrate and contribute to will build a community around the art and artists in the neighborhood. There currently is no good place for this.

    b. This serves the purposes of both keep track of artists, as well as giving community members a way to contact artists in the area for commissioned jobs, opportunities, or any other reason.

        i. The website mentioned above will act like a central hub / database of artists in the district, with a search and filter ability, personal artist profiles, and those profiles will have links to their specific portfolio pages (to be elaborated more on in #3)

3. Training workshops for the HDCG board members and the artists to use social media for visibility as well as a portfolio location

    a. I will help plan the training for the HDCG advisory board members so that they can make for themselves, and for the artists they will later train, social media accounts like Twitter, Facebook, and LinkedIn, as well as teaching them how to best use them to promote artists, integrate with each other, etc. I will also help train the board members and plan out the training workshops for specific tools such as Flickr, Soundcloud, etc so that artists have a location to upload all of their work and link to it from the Arts Plan website.

    b. Training the advisory board is important for 2 reasons. The first has largely been explained above, where the advisory board now has the know-how to continue to train the artists in these areas. The second is so that the HDCG board members can leverage social media to help promote the artists,

upcoming events, opportunities, etc. They can use Facebook to gain support and awareness from everyone in the community both in the Hill District itself, as well as in surrounding neighborhoods. They can use Twitter to send out notices about upcoming events, meetings, initiatives, or just news. They can use Youtube and Instagram to keep a document of all the activities and programs that happen. They can also use LinkedIn to gain professional support from potential donors, partners, etc

Detailed Work Plan

See Appendix A

Expected Outcomes

Below are the two major steps in this effort and bullet pointed under them are the outcomes. As explained earlier in this document, it is hard to have exact quantitative measures of success, but rather seen as more of a trend. Because this is inherently a cultural effort, a lot of the outcomes will be more qualitative.

1. A website to store the historical archive of the arts history, a current artists page showcasing artists currently in the Hill, and a form where community members can reach out to the planning committee in the Hill District

   • This outcome is certainly qualitative, in that success would mean the spread of and understanding of the art history in the Hill District. A more widespread awareness of these stories and use of the Arts Plan website as a resource would be considered a success for this portion of the website.

   • Success of the artists page would be a combination of the measurements of two things. The first is the measure of the number of artists who sign up for the website and actively update their bios or links for their portfolio links so that their work is maintained up to date. The second is the number of community members who use the website to check out the art that their fellow community members are working on or even search this site to find someone who could work on a project for them.

   • The form is meant to allow community members to

2. Training workshops for the HDCG board members and the artists to use social media for visibility as well as a portfolio location

   • The measure of success here is not only a well run workshop, but also the effectiveness and impact they had on the work flows of the artists. If the artists are excited and inspired by the possibilities and then go back and begin using it to promote their work, then the workshops have succeeded.

Additional Impacts

Through the execution of the plan, there will be an overall increase in the technical know-how of the HDCG Art's Plan staff as they learn with me how to build the Wordpress site, are trained to use social media platforms and then teach different those platforms to artists in the area. Hopefully the HDCG as a whole will have better social media presence when the board takes their knowledge back and implements it for the HDCG just as they taught artists to implement it to increase exposure on their own work.

Feasibility

My community partner Bonnie and the consultant Kendra are all very committed and passionate about seeing this project through. If we follow our work plan and timeline well, the three major things should be able to be able to be completed. The only issue I can foresee is perhaps running a little out of time in training the advisory committee if planning the workshops takes longer and scheduling training sessions is difficult. Otherwise, the website and planning of workshops should be a sure-fire for the duration of this project given nothing unexpected arises. There are not very many technology resource requirements beyond having computers, which they do, in order to complete the project so we are set on that front. After I leave, the site will be maintained by the current tech guy along with Kendra for the foreseeable future and the workshops will be carried out by Bonnie, Kendra, and the advisory committee after I leave.

Outcomes

Task I: Increase awareness of Hill Art History and Current Hill Artists through a website

Requirements
Here is the set of requirements worked with in order to achieve this goal:

- Staff's limited knowledge of HTML and CSS
- Easy to use solution for community members

Alternatives Considered
When deciding how to build the website, the top 4 choices were with code, using Squarespace, using Wordpress, or making it part of the existing Hill District Consensus Group website. It was easy to eliminate using code because no one in the current staff would be able to make any changes easily. Building it as part of the Hill District Consensus Group website was also an easy elimination for two reasons. First, the webmaster recently left so there currently is no one working on the website. Second, the current website already has so much content that adding yet another section would make it even more congested than it already is.

The debate between Squarespace and Wordpress was more difficult. They both have very strong pros and cons. I decided to move forward with Squarespace because it is relatively cheap, easier to learn and use than Facebook, and has an incredible amount of built in functionality that will make it a very robust yet flexible website. This is important for sustainability because the Arts Plan team are all familiar with technology, but do not have very advanced technological skills so would not be able to effortlessly maintain any code. One of their constraints is that the website needs to be easy to maintain because of this factor as well as a human resource constraint.

Outcomes
After narrowing down to the core functionality that the website should have with Bonnie, Kendra, and the steering committee, I set out to build the website over Spring Break. Their action item meanwhile was to finalize the nominations for the arts plan advisory board. The website has the following navigational sections:

Home
- Brief mission statement of the Arts Plan

Hill District Arts Plan

HILL DISTRICT

BORN THROUGH THE ARTS, GROWING THROUGH THE ARTS

- Email subscription box to stay updated with the Arts Plan progress

Hill History
- General History
  - This section has links to some general Hill District historical information
- Stories from our neighbors
  - Stories shared by community members of their families' experiences in the Hill
  - There is also a form to request for your story to be posted
- Media Gallery
  - Photos, videos, and other media shared by community members

Hill District Arts Plan

HOME   HILL HISTORY   ARTISTS   EVENTS   RESOURCES

General History Resources   Stores from your neighbors   Media Gallery

This is a living archive of the rich history of the Hill District of Pittsburgh. What this means is that we are not going to just dump information on this page that you can find on Google. We want this page to be filled with personal stories and photos from each and one of our community members. That being said, we still want you to learn the facts too so here are a few of our favorite resources to get you started:

- Hill in the Pittsburgh-Gazette

- There is a form to request for your media to be shared

Artists
- This section holds the gallery of current artists in the district.

Hill District Arts Plan

HOME   HILL HISTORY   ARTISTS   EVENTS   RESOURCES

Dana Buckley   Stephanie Darden

Join the family! Apply to be one of our listed artists!
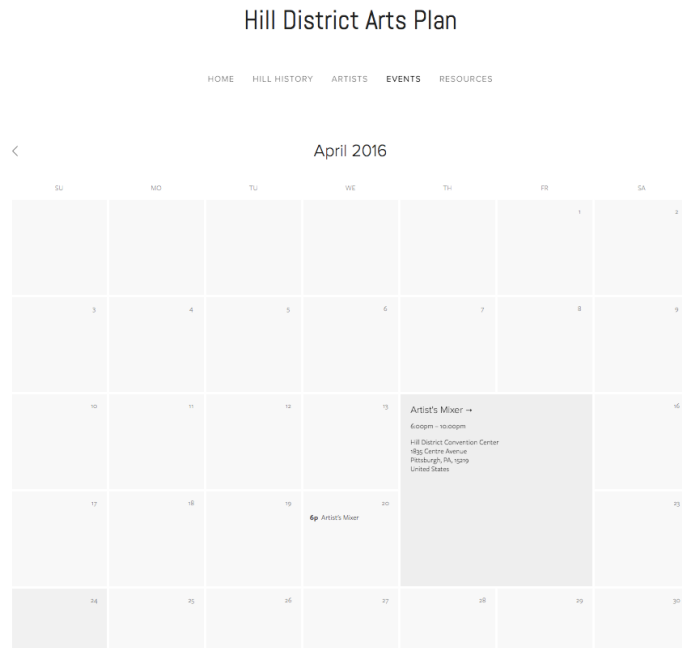
Name *

First Name   Last Name

- There is also a form to request to be a part of the artist gallery

Events

- This page is a calendar that is continuously updated with the upcoming events that are

Hill District Arts Plan

HOME   HILL HISTORY   ARTISTS   EVENTS   RESOURCES

April 2016

part of the Arts Plan

Resources
- The Plan
  - The goal of this section is to maintain transparency between the Plan and the community members. All meeting notes will be posted here so that community members can stay in touch with the decisions happening
- News and Resources
  - This page is a blog for the Arts Plan staff to post related articles, scholarships, events, etc that they think would be helpful for the website audience
- Community Blog
  - This blog is for community members and guests bloggers to post their experiences, news, and stories as artists or art appreciators!
- Contact
  - On this page is just an open form for anyone to use to contact the Arts Plan staff
- Using Social Media to Boost your Brand

- Here is a list of resources for artists to use to help them leverage social media to

Hill District Arts Plan

HOME   HILL HISTORY   ARTISTS   EVENTS   **RESOURCES**

By Any Means Contemporary Art Symposium
April 2, 2016

build their brand and grow their network

We used best practices to build this website to ensure that it would be maintained and used after the consultant leaves. As part of this effort, we did a formal evaluation/ testing with the advisory board where we had them browse through the website alone first, then give feedback. We also had some more directed questions also aiming to get feedback. Because the positive feedback provided mostly confirmation rather than constructive criticism, we did not make any major changes after this session.

Moving Forward
We were hoping to have a public launch of the website at the Artists Mixer where I would be able to attend and help sign up artists onto the website. Unfortunately we were not able to schedule this event in time before my term ended. However, when the Artists Mixer eventually does happen, Bonnie and Kendra will both know how to operate the website and will be able to sign the artist up themselves. Bonnie and Kendra already added to the website the artist profiles for the people on the advisory board themselves while I was present to assist if they had questions.

This website can be sustained as long as the committee is able to keep up well on the human capacity side. As long as they are able to read responses as they come in and add people and posts in a timely manner to the website, people will feel like the website is being maintained and updated and will hopefully continue to come back and visit the site.

The only problem I foresee is if the Artists Mixer does not happen or does have a very good turn out, it could be difficult to publicize the website. We were relying on a good Mixer turnout and

then most of the promotion via word of mouth. A plan B in case this does happen is for the Arts Plan to ramp up their own social media efforts and promote the website in that way.

Task II: Teach artists how to leverage the website along with other social media platforms

Requirements
Here is the set of requirements worked with in order to achieve this goal:
- Must be simple enough for beginners to understand
- Must not be so basic where a simple Google Search would result in this research
- Scheduling timeline

Alternatives Considered
The initial idea for this section was to create a series of workshops that we would teach to artists in the community. These workshops would teach artists which social media platforms are best for what purposes, how to best use them, do's and don'ts, tips and tricks, and more. We were going to promote these at the same time as the website public launch at the Artists Mixer. The consultant would put together the preliminary plan and presentations for these workshops, teach them to the advisory board, who would then hold the formal workshops to teach to the rest of the community. However, due to scheduling, the Mixer will not happen until after I am gone, and I will also not have a chance to meet with the advisory board to teach them.

Outcome
With all this in mind, the best course of action was not to brute force the workshops. At this point putting together a rough deck and not teaching them to the advisory board would not be a good use of time. This is because the advisory board members are actual users and if we don't have the opportunity to run this by them before teaching the community, we don't want it to become a wasted effort. That being said, we thought about what we could do at this point that would still help community artists learn about social media. That's when we arrived at the idea of having a continuously growing list of resources on the website itself of resources that would help artists. This is better than creating print out one-sheeters that people might throw away or just glance at anyways. With the resources on the website it will not only bring more traffic to the website, but it will also be a single point of reference that artists can always go and look back at.

Moving Forward
This resource page is only helpful if it doesn't become outdated. This does not require too much effort because the nature of this information does not cycle extremely fast. As long as every couple of months someone is adding new links and taking out old ones, it will be a useful resource page. Of course, if any staff members come across a very interesting article they should post it right away.

Recommendations

A. Vision

Through active use of the Hill District Arts Plan website and social media accounts, the Hill District Consensus Group will maintain and expand the Hill district as the center of African American arts in the Pittsburgh region. These efforts will again build a community around artists and art appreciators in the Hill.

Broadly speaking, there are two areas of the vision

1. To maintain the art history of the Hill
   • Home to famous artists like August Wilson, the Hill has a history of art in all forms. As gentrification creeps in on the Hill, the Hill District Consensus Group strives to maintain this culture.
2. To create a community around the arts
   • Not only do they want to celebrate the history, the Hill District Consensus Group hopes to bring back the community around the arts with the Arts Plan.

B. Goals

Light (Easy to complete)
1. Create an "Operator's Manual" for all account logins and pertinent information.

Medium (Can be reasonably completed with current resources)
2. Assign someone to take on management of the Arts Plan social accounts

Heavy (May require more additional effort)
3. More in the field promotion
4. E-commerce portion of the website

C. Strategies

1. Goal: Create an "Operator's Manual" for all account logins and pertinent information. (2)

a. Background

A social media position likely has a turnover roughly every 2 years, it is very important to keep an updated document with all social media account logins.

b. Justification

This would be the username and password for Twitter, Facebook, Linkedin, Google, Squarespace, and other accounts that the social media team member would handle. This saves a

lot of time and potentially confusion and keeps a record of all the accounts that are active under the Hill District Consensus Group name. Because this is all very sensitive information, there either needs to be a very tight watch on the contributors of the shared document, or a third-party app can be purchased.

c. Strategies

The best way for the Arts Plan to achieve this is with a shared Google Doc. Since there are not a lot of accounts to keep track of, it is not necessary to spend money on a password application like 1password. Although, if the Arts Plan finds that the number of logins is getting too much for one document, this could be a solution for the future. As of now, a shared Google Doc, where they add and remove contributors as necessary to maintain the privacy of the document, is sufficient for their purposes.

d. Expected Outcomes

Some form of documentation of the social media accounts that is easily accessibly and editable by those who need to know. However, this document should only be kept to those people in order to prevent tampering with the accounts.

e. Resources

Staff: One person who will be with the team longer term to oversee the document, and the social media account members who are responsible for keeping it updated.

2. Goal: Assign someone to take on management of the Arts Plan social accounts (1)

a. Background

Currently there isn't a point person for the HDCG social accounts. There are two members who have been described as people who know how to use Twitter so could help tweet with this account when necessary, but there is no one person in charge of doing so. Because of this, the social accounts often see long periods of inactivity, which ultimately defeats the purpose of having social media. However, this has been okay so far because the HDCG has not needed a heavy social presence online to boost their bottomline. Because the Arts Plan is a cultural revitalization of the Hill District, there needs to exist an ecosystem around the goal of the revitalization effort.

b. Justification

They already have in the pipeline tasking someone to take on management of the website. However, given the nature of what the community members in the Hill are like, the Arts Plan requires heavy lifting on the part of spreading the word about events and activities. There needs to be someone in charge of the social accounts to best leverage that network and get to as many

community members as possible. The return on this would be greater engagement and visibility for all parties involved.

c. Strategies

The best way to create the ecosystem as described in part a is by leveraging the reach of social media accounts to create eagerness during the beginnings of the plan, maintain and grow their audience as the Initiative itself grows, and continue to build the art community. This can be reached with active use of Twitter and Facebook to not only post event updates, but also to post interesting related articles or thoughts, echo posts from members, promote artists, and much more. The first step is to get a following. In this case it should start with community members, whether individual or organizations, and then branch out to other organizations working on the same thing, other artists, and really just anyone who might be interested in the initiative or could be beneficial to network with.

There are several applications that assist with scheduled tweeting such as Buffer which could help alleviate the stress of remembering to tweet. You can add to buffer many tweets and schedule each one to go out at certain times and days. Buffer intelligence can also automatically send out the tweet when it thinks most of your followers will be online to see it.

d. Expected Outcomes

A few well maintained social media accounts. The degree to which I mean "well-maintained" is at least tweeting once a day, regardless of what that may be about, so at least people know the account is being well used and will continue to follow it.

e. Resources

The responsibilities of this person is very much akin to that of a social media specialist at any company. Their responsibilities would be along the lines of:

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification

- Generate, edit, publish and share daily content that builds meaningful connections and encourages community members to take action

- Set up and optimize organization pages within each platform to increase the visibility of company's social content

- Moderate all user-generated content in line with the moderation policy for each community

- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

- Collaborate with other organizations to manage reputation, identify key players and coordinate actions

Because this job position does not necessarily require continuity and can often be fun, interns from neighboring high schools or colleges would do a great job. The benefit of this is also that they likely already use social media for personal purposes and are familiar with the platforms.

3. Goal: More in the field promotion (4)

a. Background

Currently, the marketing and promotional efforts that we have laid out are mostly focused online, by word of mouth, or through hosted events (which themselves are promoted online) so we need to have some plan for promoting off line as well to get the awareness of as much of the population as possible. In order to really build a campaign around the Arts Plan and set up the groundwork for greater engagement in the future, there must be heavy promotion in the beginning and in as many mediums as possible.

b. Justification

From what I understand the people in the Hill community are not necessarily the most tech savvy on average, so we have to be able to use strategies that are more in the community rather than just online with Facebook, Twitter, Instagram, etc.

c. Strategies

One suggestion is to tape posters on bulletin boards, stores windows, bus stops, etc. If you have trouble creating these posters, Brunner Works is a Pittsburgh based agency that does non-profit volunteering and could be used to help with marketing strategies along with the posters themselves. Another organization that may be useful is Leadership Pittsburgh, which connects leaders in the region, creating a robust network that all members can benefit from. Joining this network could provide not only a funnel for visibility, but may also be the start of valuable partnerships for the Arts Initiative.

d. Expected Outcomes

This is hard to measure, but hopefully using more tangible methods will lead to having a wider reach in the community, and therefore a better turnout in events as well as engagement online.

e. Resources

Internal resources: This would require more human hours that may or may not be available within the current staff

External resources: Potentially the outside marketing agency that could help the organization pro bono.

Budget: None unless a professional is hired, which I don't think it necessary yet.

4. Goal: E-commerce portion of the website (5)

a. Background

This was an idea discussed while developing the website that we decided was best to table for the first version of the website to keep it simple to start.

b. Justification

Once there is more significant engagement, I think this portion of the website would greatly enhance the value it can offer the community. By having a place for artists to sell their work, you give them the opportunity to realize that they can benefit from the work that they do, hopefully boosting their confidence and motivation. This would also increase engagement because artists would be motivated to share the site in order to promote their work in the hopes of selling it.

c. Strategies

Squarespace, which the website is currently built on, supports selling products and makes the process in adding it easy. The current subscription allows an unlimited amount of items to be sold. Here are the steps to add ecommerce in your Squarespace page:

1. Log in to your squarespace account
2. On the left panel, click Pages
3. Next to the title "Top Navigation" click the + sign
4. Select "Products" as the type of page to add
5. Follow on screen instructions to begin adding products!

To change your commerce store settings, in the home panel just click "Commerce" and you can change settings such as payment methods and shipping methods, and you can also check on the status of orders and inventory.

There are quick videos on Squarespace's help pages that will walk you through this whole process. Those videos can be found at:

https://support.squarespace.com/hc/en-us/articles/206566707

d. Expected Outcomes

A platform where artists in the community (perhaps curated/approved subset) are able to post and sell their artwork.

e. Resources

Staff: This depends on if the staff will want to curate / approve each new artist who is allowed to sell, or even if the approval is by item.

D. References

1. This is a great idea was thanks to faculty mentor Larry Hojak
2. Was already an idea that Bonnie had, and has become solidified as we've continued to plan
3. Also an idea I proposed in order to gain the most reach
4. This was jointly agreed upon by Bonnie, Kendra, and I

About the consultant

Angela C Liu was born and raised in San Francisco California. At CMU she was a double major in Information Systems and Human Computer Interaction. After graduating undergrad she will go on to continue at CMU for her accelerated master's in HCI, graduating in December 2016. She will be moving back to San Francisco after graduating to start her career in UX Design.

Appendices

Appendix A - Work plan as of Jan. 2016. Actual timeline may differ.

	Task	Goal	Deliverables	Who
Feb 8 - 14	• Get acquainted and look through all of the research + photos + art in the Arts Plan Dropbox	Understand what work has been done so far	• Any questions that arise from reviewing the research	Angela
Feb 15 - 21	• Look into solutions for the Art's Plan showcase • Get more details from Bonnie about some specific questions • Work on Context Analysis	Continue to get a better handle of the situation and best solutions	• More questions • Context Analysis Report	Angela
Feb 22 - 28	• Meet with Kendra and solidify the solution that we can all agree on and make a plan • Develop prelim designs for website part of plan	Determine best solution (long term and short term) based on goals of the Arts Plan	• Structured solution • Build out work plan • Prelim designs	Angela, Kendra, Bonnie
Feb 29 - March 6	• Meet with steering committee about designs and other implementation questions regarding the Arts Plan • Start gathering / figuring out how to get interested artists and getting a sense of which type of artists they are.	Gauge interest and idea of audience and also know better which softwares to teach. Getting started on the website	• An excel sheet populated with artist data • Designs for website	Angela, Kendra, Bonnie

	Task	Goal	Deliverables	Who
March 7 - 13 Spring Break	—	—	• Continue to make sure artists are getting access to the excel sheet and gathering data • Continue designs of the website	Angela
March 14 - 20	• Figure out which softwares are best suited for the community artists to use • Iterate on designs	Limit down to a reasonable number of softwares to include in the training	• Final list of softwares to train	Angela, Kendra, Bonnie
March 21 - 27	• Meet with advisory committee and see what they can do to help • Start building website • Begin planning April Artist mixer • Begin planning training sessions	Engage committee Begin with PR / community involvement	• April mixer plan	Angela, Kendra, Bonnie
March 28 - April 3	• Continue building website • Continue planning the workshops • Continue planning April mixer	Planning for community events	• Ongoing workshop plan • Ongoing April mixer plan	Angela, Kendra, Bonnie
April 4 - 10	• April Mixer - sign up everyone with the website, maybe facebook, PR workshops • Start adding history/artifacts about HD on the website	April Mixer and Gauge interest on workshops Get artists on the website!	• Populate website • Signups for workshops	Angela, Kendra, Bonnie

	Task	Goal	Deliverables	Who
April 11 - 17	• Solidify workshop plans • Continue working on populating website with HDCG	Have clear plans	• Analyze feedback and refine training sessions	Angela, Kendra, Bonnie
April 18 - 24	• Start training advisory committee • Help plan the events longer down the road	Train the committee so that they are able to carry out the workshops	tbd	Angela
April 25 - May 1	• Check in with HDCG to make sure that everything is going smoothly	Ensure that they will be able to sustain the solution	tbd	Angela, Kendra, Bonnie
May 2 - 8	• Final Presentation Prep	Self Explanatory	Final Presentation	Angela, Bonnie